



# USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/09 thru 05/15.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. May 09, 2008

## NATIONAL SUMMARY

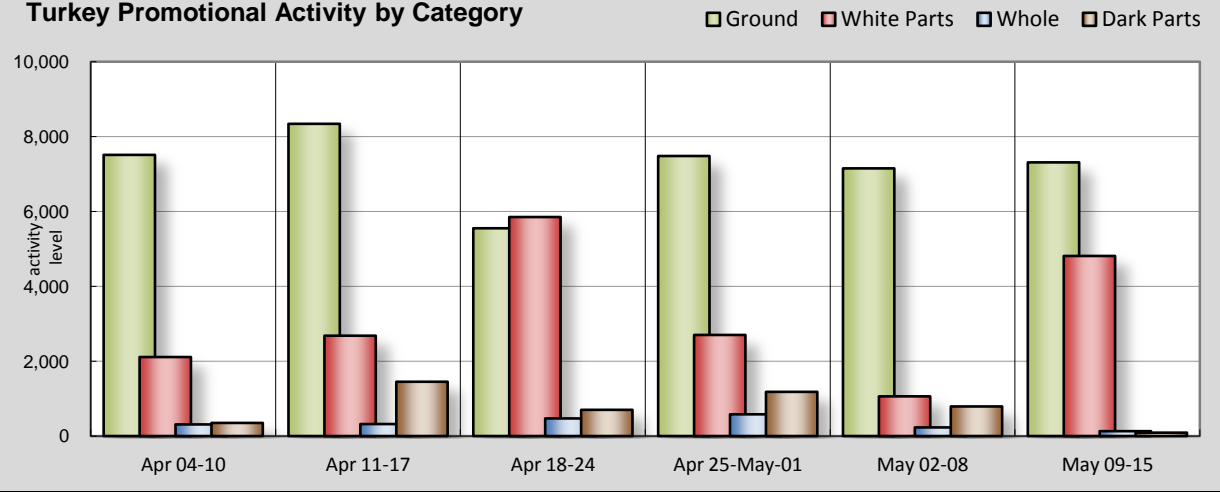
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	49.1% of 18,000 outlets		36.3% of 18,000 outlets		54.4% of 17,000 outlets	
Special Rate <sup>4/</sup>	2.8%		2.6%		2.2%	
Activity Index <sup>2/</sup>	13,630		10,040		17,300	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	30	1.20			30	1.07
" - Toms					10	1.19
Frozen - Hens	100	0.99	80	1.19	30	0.88
" - Toms			150	1.03		
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	400	2.15	130	0.99	480	1.59
Frozen	1,860	1.43	420	1.56	380	1.48
<b>Hotel Style</b>						
Fresh					160	0.99
Frozen						
<b>Split, bone-in</b>						
Fresh	10	2.19	140	2.69	150	1.35
Rotisserie	940	7.61	10	5.99	730	5.98
<b>Boneless, whole</b>						
	370	3.92			40	3.34
<b>Cutlets</b>						
	540	3.99	250	3.94	1,530	4.40
<b>Cutlets, thin sliced</b>						
	40	3.75	100	4.99	370	4.64
<b>Strips</b>						
	30	4.54			570	4.54
<b>Tenders</b>						
	620	4.14	10	2.57	1,000	4.01
<b>Marinated Tenders</b>						
	710	4.20	150	3.81	600	3.37
<b>Drumsticks</b>						
	20	1.29	370	1.26	580	1.87
<b>Thighs</b>						
	30	1.36	20	1.35	150	1.71
<b>Wings</b>						
	20	1.29	370	1.26	310	1.19
<b>Necks</b>						
			10	1.39		
<b>Smoked Drumsticks</b>						
	10	1.69	10	2.49		
<b>Smoked Wings</b>						
	10	1.69	10	2.49	30	1.29
<b>Smoked Necks</b>						
<b>GROUND TURKEY:</b>						
	7,310	2.72	7,150	2.87	10,080	2.58
<b>Patties</b>						
	730	2.66	1,370	2.92	1,420	2.45
<b>Sausage</b>						
	2,070	2.69	1,210	2.66	1,590	2.22
<b>85% lean</b>						
	290	1.55	1,050	1.76	1,840	1.82
<b>93% lean</b>						
	2,960	2.39	2,100	2.56	2,820	2.12
<b>Breast</b>						
	1,260	3.84	1,420	4.26	2,410	4.02
<b>Rolls (frsh/frz 1 lb.)</b>						
	580	1.40	660	1.30	70	0.99

Note: rolls not included in ground fresh ground turkey total and weighted average.

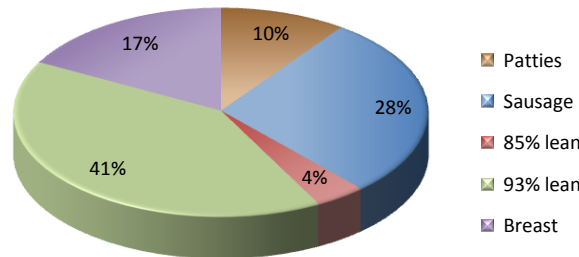
## This Week's Turkey Feature Highlights

Mother's Day promotions dominated the ads this week with additional space dedicated to flower specials. Nearly half of the retailers featured turkey this week and many stores offered multiple items. Offers on fresh and frozen whole turkeys are seasonally light. Bone-in breasts are popular for Mother's Day. Fresh bone-in breast prices are higher, while frozen are very competitively priced. Other white meat parts are also active, especially rotisserie breasts, tenders and marinated tenders and prices are higher. Light offers on split breasts and breast cuts for scaloppini are at lower prices. Dark part promotions retreat and prices are mixed. Ground turkey is a popular item, but not as heavily featured as a year ago. The weighted average price is lower this week due to very competitive prices on most grinds. The 93% lean is by far the most popular item and priced to attract budget conscious shoppers. All we need is nice weather to start grilling.

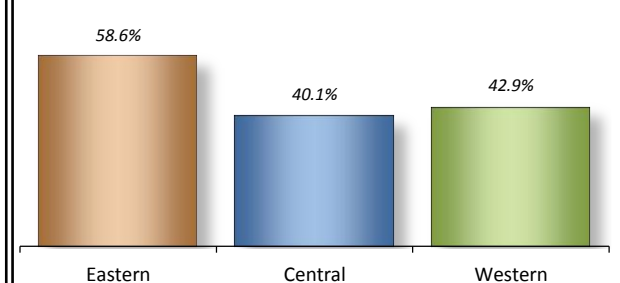
## Turkey Promotional Activity by Category



## Ground Turkey Featuring by Type



## Feature Rate by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)		
<b>Feature Rate <sup>1/</sup></b> <b>Special Rate <sup>4/</sup></b> <b>Activity Index <sup>2/</sup></b>	<b>58.6% of 8,100 sampled outlets</b> <b>3.6% of stores w/ no-price promotions</b> <b>Activity Index = 7,560</b>			<b>40.1% of 5,650 sampled outlets</b> <b>3.8% of stores w/ no-price promotions</b> <b>Activity Index = 2,390</b>			<b>42.9% of 4,250 sampled outlets</b> <b>0.0% of stores w/ no-price promotions</b> <b>Activity Index = 3,100</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	1.19 - 1.39	20 1.31					0.99	10 0.99	
" - Toms									
Frozen - Hens				0.99	100 0.99				
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.49	290 2.20		1.99	100 1.99		2.29	10 2.29	
Frozen	1.27 - 1.79	1,390 1.34		1.29 - 1.99	330 1.60		1.99	140 1.99	
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.19	10 2.19							
Rotisserie	4.49 - 8.99	730 7.20		6.99 - 7.99	70 7.12		9.99	140 9.99	
Boneless, whole	2.99 - 3.99	200 3.86					3.99	170 3.99	
Cutlets	3.99	530 3.99					3.99	10 3.99	
Cutlets, thin sliced	3.49	30 3.49		4.53	10 4.53				
Strips	4.54	20 4.54		4.53	10 4.53				
Tenders	3.99 - 4.49	440 4.22		3.99	10 3.99		3.39 - 3.99	170 3.95	
Marinated Tenders	3.49 - 3.73	60 3.68		2.93 - 3.99	150 3.43		3.73 - 4.79	500 4.50	
Drumsticks				1.29	20 1.29				
Thighs	1.49	10 1.49		1.29	20 1.29				
Wings				1.29	20 1.29				
Necks									
Smoked Drumsticks				1.69	10 1.69				
Smoked Wings				1.69	10 1.69				
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.50 - 2.99	450 2.88		2.50 - 3.00	60 2.72		1.67 - 3.00	220 2.18	
Sausage	2.39 - 3.28	800 2.93		1.79 - 3.00	840 2.59		1.90 - 3.99	430 2.45	
85% lean	0.99 - 1.19	130 1.03		1.83 - 1.99	20 1.89		1.99	140 1.99	
93% lean	1.79 - 2.80	1,630 2.21		2.39 - 2.86	450 2.52		2.40 - 2.80	880 2.65	
Breast (99-100% lean)	2.99 - 4.60	820 3.75		2.99 - 3.59	160 3.47		3.59 - 4.39	280 4.31	
Rolls (frsh/frz 1 lb.)	1.49	110 1.49		0.99 - 1.69	470 1.37				